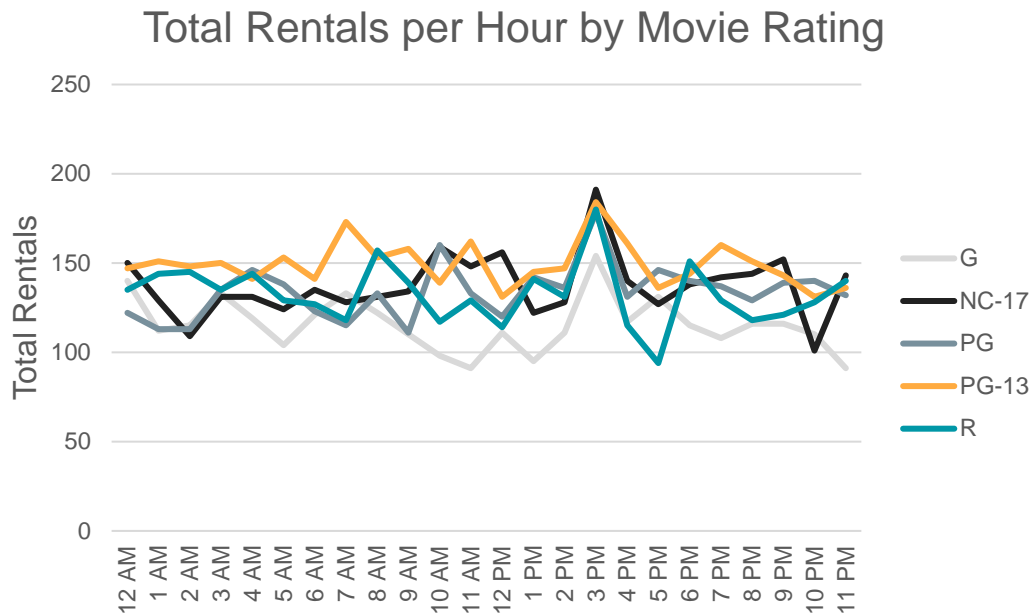


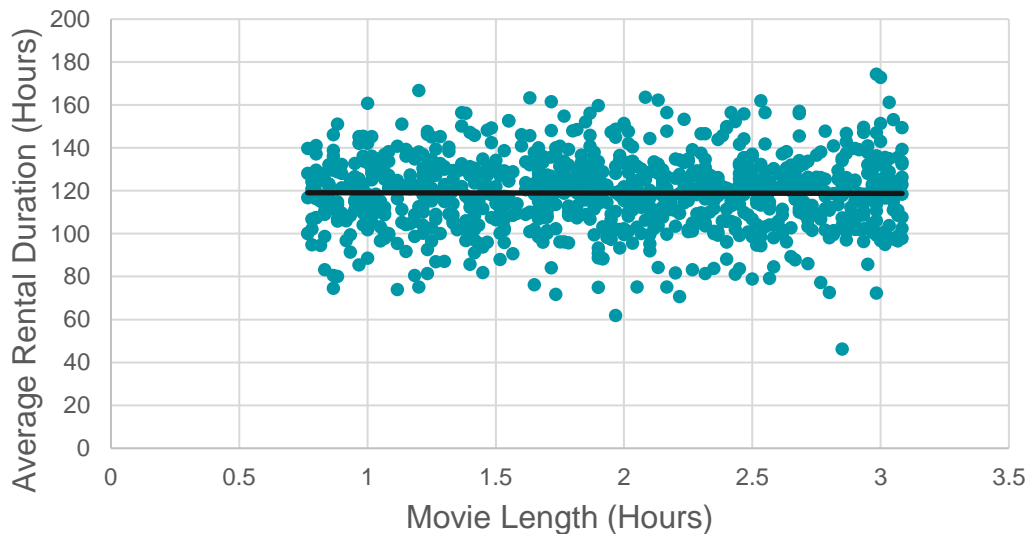
What movie rating is most popular by rental hour?



All movie ratings experience varying rental rates throughout the day, but collectively peak at 3pm. Between 3pm and midnight, G-rated movies see the biggest drop-off in rentals and NC-17 rentals surge just before midnight.

Do longer movies get rented longer?

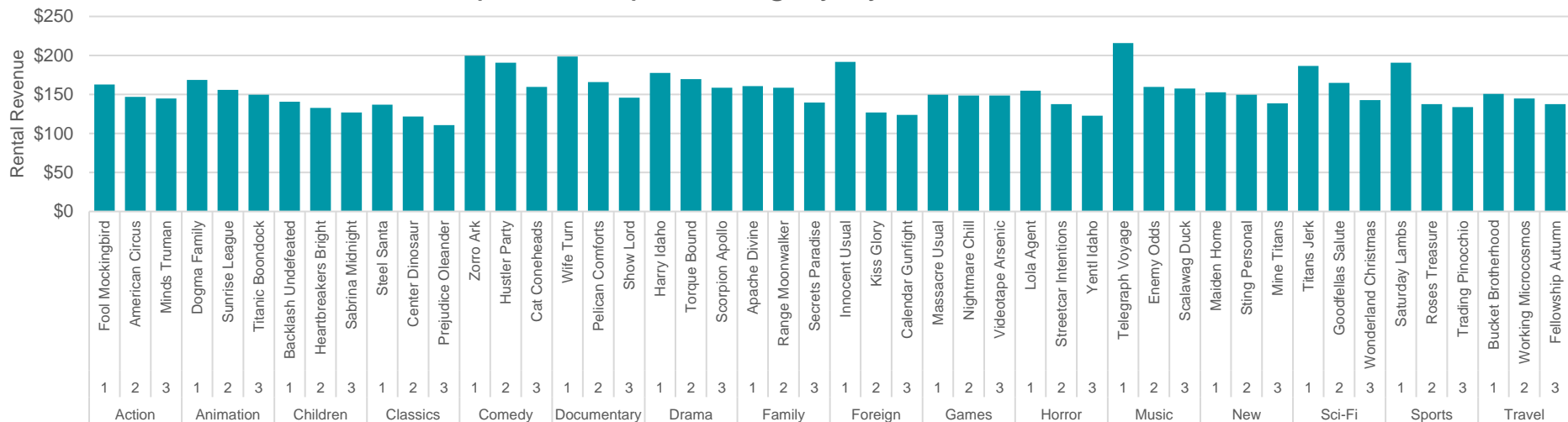
Average Rental Duration vs. Movie Length



We can see that when average rental duration is plotted against movie length, there is no correlation between the two. Therefore, the length of a movie does not affect how long that movie is rented for.

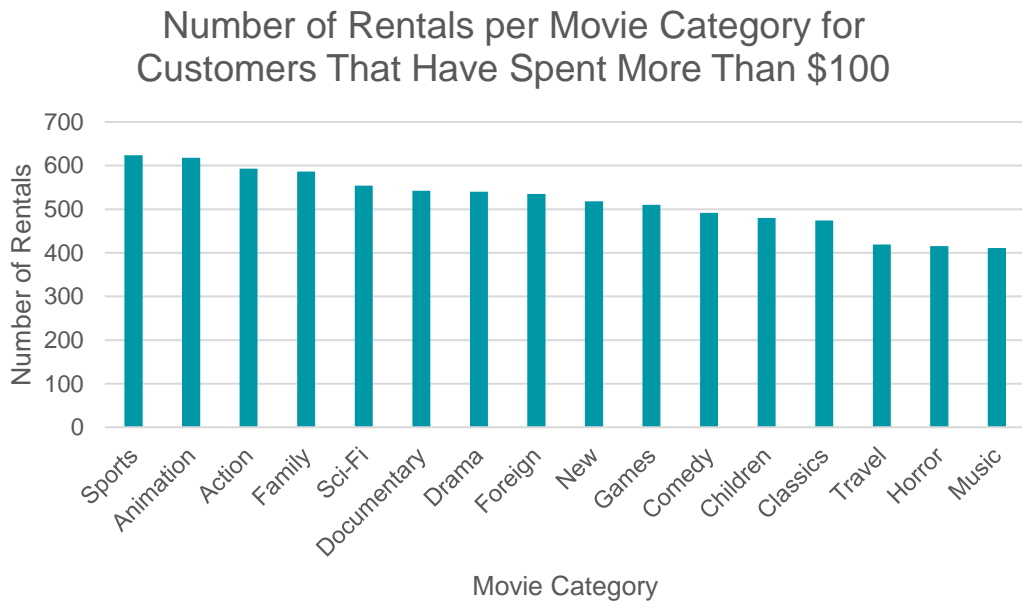
Which movies generate the most rental revenue within their respective categories?

Top Movies per Category by Rental Revenue



We can see the top 3 revenue producing movies per category above. Telegraph Voyage in the Music category is the highest performer overall and the Classics category produces the lowest performers.

What types of movies do our top customers prefer?



For our top customers that have spent over \$100, the most popular categories are Sports and Animation. The categories with the least number of rentals for this segment of customers are Travel, Horror, and Music.